

## **LAMPIRAN**

# **DATA MENTAH SKALA PERSEPSI TERHADAP KREATIVITAS SIARAN**

SBY	Usia	JK	AITEM																										
			F	F	F	F	F	F	F	F	F	UF	UF	UF	UF	UF	UF	UF	UF	UF	F	F	F	F	F	F	F	F	
			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27
1	26	P	S	S	S	TS	TS	S	S	TS	S	TS	TS	TS	TS	TS	TS	TS	TS	S	S	S	TS	TS	SS	TS	TS	S	
2	20	P	S	SS	SS	S	TS	S	S	S	S	STS	STS	STS	S	STS	STS	STS	STS	SS	SS	TS	SS	SS	S	SS	S	S	S
3	30	P	TS	TS	SS	S	S	S	S	S	TS	TS	S	TS	TS	TS	TS	TS	SS	S	SS	TS	S	S	S	S	TS	TS	
4	23	P	S	S	S	TS	TS	S	S	STS	S	TS	TS	TS	TS	TS	TS	TS	S	S	SS	STS	S	S	SS	S	TS	TS	
5	23	P	S	SS	SS	S	SS	SS	SS	S	S	STS	TS	STS	S	TS	TS	TS	TS	S	SS	SS	S	S	S	SS	TS	S	S
6	23	P	S	S	S	S	S	S	SS	S	TS	STS	TS	STS	S	TS	TS	STS	STS	SS	S	SS	S	S	S	SS	TS	S	S
7	28	P	S	SS	SS	S	S	SS	S	S	S	TS	TS	TS	TS	STS	STS	TS	TS	SS	SS	SS	S	S	TS	SS	TS	S	S
8	34	P	S	SS	SS	S	S	TS	S	S	S	STS	TS	TS	STS	TS	STS	STS	TS	SS	S	SS	S	S	STS	SS	TS	TS	TS
9	24	P	S	SS	SS	SS	S	SS	S	S	SS	STS	STS	STS	STS	TS	STS	TS	TS	SS	S	SS	SS	S	TS	SS	S	S	SS
10	20	P	S	S	S	S	S	S	S	S	SS	TS	TS	TS	STS	TS	STS	TS	TS	SS	S	S	S	SS	STS	SS	S	S	SS
11	23	P	S	S	S	TS	STS	S	S	TS	TS	TS	S	TS	STS	S	STS	TS	S	S	SS	SS	TS	S	STS	SS	TS	TS	TS
12	27	P	SS	S	SS	S	TS	S	SS	TS	S	STS	STS	TS	TS	STS	TS	TS	S	S	SS	TS	SS	S	TS	SS	TS	S	S
13	21	P	S	S	S	SS	S	S	S	SS	S	STS	TS	STS	S	TS	TS	TS	STS	TS	S	S	TS	S	TS	S	TS	S	TS
14	20	P	S	SS	S	S	TS	TS	TS	TS	S	TS	TS	STS	S	TS	SS	S	SS	S	SS	S	S	TS	SS	STS	TS	S	
15	25	P	S	S	S	S	TS	S	S	S	S	TS	TS	S	TS	S	TS	TS	TS	S	S	S	S	S	TS	SS	S	S	S
16	29	L	S	S	S	SS	S	S	S	SS	TS	TS	TS	TS	TS	TS	TS	TS	SS	S	S	S	S	S	S	TS	S	S	
17	25	L	S	S	S	S	S	S	S	S	S	TS	TS	TS	TS	TS	STS	TS	STS	TS	SS	SS	S	S	S	S	S	S	
18	23	L	S	SS	SS	S	SS	S	S	S	S	TS	TS	S	STS	TS	TS	TS	TS	S	S	S	S	TS	SS	TS	S	S	
19	28	L	S	SS	S	TS	TS	TS	S	S	TS	TS	S	TS	STS	S	TS	S	TS	S	S	SS	TS	S	STS	SS	STS	TS	TS
20	27	L	SS	SS	SS	SS	S	S	S	S	SS	TS	TS	STS	STS	STS	STS	TS	STS	TS	S	S	SS	SS	S	S	S	S	S
21	21	L	SS	SS	S	S	S	S	S	S	SS	TS	TS	TS	TS	TS	TS	TS	STS	TS	SS	S	S	S	S	S	S	S	S
22	32	L	S	SS	SS	S	SS	S	S	S	SS	TS	TS	S	STS	TS	TS	TS	TS	S	S	S	S	TS	S	S	S	S	
23	20	L	S	S	S	S	SS	S	S	S	S	TS	TS	TS	TS	TS	TS	TS	S	S	S	S	S	TS	SS	S	S	S	
24	28	L	S	S	S	S	S	S	S	S	S	STS	STS	STS	STS	TS	TS	STS	STS	SS	S	SS	S	S	TS	SS	S	S	SS
25	27	L	SS	SS	S	S	SS	S	S	S	S	TS	TS	S	STS	TS	TS	TS	TS	S	SS	S	S	S	S	SS	S	S	
26	21	L	SS	SS	SS	SS	S	SS	SS	SS	SS	STS	STS	TS	S	TS	STS	TS	S	TS	S	S	SS	SS	SS	TS	S	S	SS
27	25	L	S	S	S	S	S	S	S	S	SS	TS	TS	STS	TS	TS	TS	STS	TS	STS	S	S	S	S	S	S	S	S	
28	24	L	S	S	S	S	S	TS	S	S	S	TS	S	S	TS	TS	TS	TS	S	S	S	S	S	S	SS	S	TS	S	
29	23	L	S	S	TS	S	S	S	S	S	TS	TS	S	TS	TS	TS	TS	S	TS	S	S	TS	S	S	S	S	TS	TS	
30	25	L	SS	SS	SS	S	S	S	S	SS	SS	STS	STS	TS	S	TS	STS	TS	S	TS	S	S	S	S	S	TS	S	S	S

SBY	Usia	JK	AIEM																											
			UF	UF	UF	UF	UF	UF	UF	UF	UF	F	F	F	F	F	F	F	F	UF	UF	UF	UF	UF	UF	UF	UF	UF		
			28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	
1	26	P	S	TS	S	SS	S	TS	S	S	S	S	S	TS	S	TS	S	TS	S	TS	TS	TS	TS	S	TS	TS	TS	SS		
2	20	P	STS	TS	S	TS	TS	STS	TS	S	TS	TS	S	SS	SS	S	S	SS	S	S	S	STS	S	TS	S	S	TS	TS	S	
3	30	P	S	TS	S	S	TS	S	TS	S	S	SS	S	TS	TS	TS	TS	SS	TS	TS	S	TS	STS	TS	TS	S	TS	TS	S	
4	23	P	STS	TS	S	TS	S	TS	S	S	S	S	S	TS	S	TS	S	STS	S	TS	TS	TS	TS	S	S	TS	TS	S		
5	23	P	TS	TS	SS	S	TS	TS	S	TS	TS	SS	SS	SS	TS	SS	SS	SS	SS	SS	S	TS	S	TS	S	STS	STS	TS	S	
6	23	P	SS	STS	TS	TS	S	TS	TS	TS	STS	S	S	S	TS	S	TS	SS	S	S	S	TS	STS	TS	S	TS	TS	TS	SS	
7	28	P	SS	STS	TS	SS	S	S	TS	TS	TS	SS	S	SS	TS	TS	TS	SS	TS	S	S	TS	S	TS	S	TS	TS	STS	SS	
8	34	P	S	TS	SS	S	SS	TS	TS	TS	TS	S	SS	SS	TS	STS	S	SS	TS	S	S	TS	STS	S	TS	TS	TS	TS	S	
9	24	P	TS	TS	TS	S	S	TS	TS	TS	STS	TS	TS	SS	TS	S	STS	SS	TS	SS	S	STS	STS	TS	SS	TS	TS	STS	TS	
10	20	P	TS	STS	TS	SS	S	TS	STS	TS	STS	S	S	SS	S	S	S	S	S	S	S	STS	TS	TS	S	TS	TS	TS	S	
11	23	P	S	TS	SS	SS	SS	TS	TS	S	S	S	S	TS	TS	STS	S	SS	TS	S	S	S	STS	S	TS	TS	TS	TS	SS	
12	27	P	TS	STS	TS	STS	TS	TS	TS	S	TS	STS	TS	SS	TS	TS	TS	SS	S	S	TS	STS	STS	TS	S	TS	TS	TS	S	
13	21	P	STS	TS	S	TS	S	TS	TS	TS	TS	S	SS	SS	TS	S	S	S	S	S	TS	TS	TS	TS	S	TS	TS	TS	S	
14	20	P	SS	TS	SS	SS	SS	S	S	SS	TS	SS	S	S	S	STS	STS	SS	STS	S	SS	TS	STS	STS	STS	SS	S	SS	SS	
15	25	P	STS	TS	S	TS	TS	STS	TS	S	STS	SS	SS	SS	TS	SS	SS	S	S	S	TS	TS	STS	TS	TS	TS	TS	TS	TS	
16	29	L	S	TS	S	S	S	S	TS	S	TS	S	S	SS	SS	S	S	SS	SS	S	S	TS	TS	S	TS	TS	TS	TS	S	
17	25	L	S	STS	S	TS	S	TS	TS	TS	TS	S	S	SS	TS	S	S	SS	TS	S	S	TS	STS	TS	S	TS	TS	STS	SS	
18	23	L	TS	TS	S	S	S	TS	STS	S	TS	TS	TS	TS	S	TS	SS	SS	SS	S	S	S	TS	S	S	STS	TS	S	TS	
19	28	L	S	TS	SS	SS	SS	S	TS	TS	S	S	SS	TS	TS	STS	S	SS	TS	TS	S	S	STS	S	STS	S	TS	TS	SS	
20	27	L	TS	STS	S	TS	TS	STS	STS	STS	STS	TS	S	SS	SS	S	S	SS	S	SS	S	TS	S	TS	SS	TS	TS	STS	TS	
21	21	L	TS	TS	S	TS	TS	TS	TS	TS	TS	TS	SS	SS	SS	S	S	S	S	S	S	TS	S	TS	S	TS	TS	TS	SS	
22	32	L	STS	TS	S	TS	TS	STS	TS	S	TS	SS	SS	S	TS	S	TS	S	TS	S	S	TS	STS	S	S	TS	TS	TS	SS	
23	20	L	STS	TS	S	TS	TS	STS	STS	TS	STS	SS	S	S	S	S	S	S	S	S	SS	TS	STS	SS	S	TS	STS	TS	TS	
24	28	L	TS	TS	SS	S	TS	TS	TS	TS	TS	S	S	SS	TS	S	SS	SS	S	S	S	TS	TS	S	S	TS	TS	TS	TS	
25	27	L	TS	TS	S	S	S	TS	STS	S	TS	S	S	SS	SS	S	S	SS	SS	S	S	TS	TS	S	STS	TS	TS	TS	TS	
26	21	L	STS	STS	S	SS	TS	TS	TS	TS	TS	STS	TS	S	SS	S	SS	SS	SS	S	SS	TS	STS	STS	TS	S	STS	STS	STS	STS
27	25	L	TS	TS	S	TS	TS	TS	TS	TS	TS	TS	S	S	S	S	S	S	S	S	S	TS	S	TS	S	TS	TS	TS	TS	
28	24	L	TS	TS	SS	S	S	S	TS	S	TS	S	S	S	S	S	S	S	S	S	TS	TS	STS	TS	TS	TS	TS	STS	TS	
29	23	L	S	TS	S	S	TS	S	TS	S	S	S	S	S	TS	S	TS	S	TS	S	TS	TS	TS	TS	S	S	TS	TS	S	
30	25	L	TS	TS	S	S	TS	TS	TS	TS	TS	S	S	S	S	S	S	S	S	S	TS	TS	TS	TS	S	STS	TS	STS	STS	

# DATA MENTAH SKALA LOYALITAS PENDENGAR

SBY	Usia	JK	ITEM																													
			UF	UF	UF	UF	UF	F	F	F	F	F	UF	UF	UF	UF	UF	F	F	F	F	F	UF	UF	UF	UF	UF	F	F	F	F	F
			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
1	26	P	TS	TS	TS	TS	TS	S	S	S	S	S	TS	TS	TS	S	TS	S	S	S	S	TS	TS	TS	TS	TS	S	S	TS	S	TS	
2	20	P	STS	STS	STS	STS	STS	SS	S	S	TS	S	TS	TS	TS	TS	S	S	S	TS	TS	S	TS	TS	TS	STS	SS	S	TS	S	TS	
3	30	P	TS	TS	STS	TS	S	S	S	S	S	S	STS	TS	TS	TS	S	S	S	S	S	TS	TS	TS	TS	TS	S	S	S	S	TS	
4	23	P	TS	TS	TS	TS	STS	SS	S	S	TS	S	TS	TS	STS	STS	TS	S	S	S	S	STS	STS	STS	STS	STS	S	S	TS	S	TS	
5	23	P	TS	TS	STS	STS	STS	SS	SS	SS	SS	S	STS	STS	STS	S	S	SS	SS	SS	SS	SS	TS	TS	TS	STS	S	SS	S	SS	SS	
6	23	P	TS	TS	TS	TS	STS	S	S	S	SS	S	TS	TS	TS	S	STS	S	S	S	S	S	STS	STS	STS	TS	TS	S	S	S	SS	SS
7	28	P	TS	TS	TS	STS	STS	S	S	TS	S	S	STS	STS	TS	TS	TS	SS	S	TS	TS	TS	TS	TS	TS	TS	S	S	TS	S	TS	
8	34	P	STS	STS	STS	STS	TS	S	S	S	SS	S	STS	STS	STS	TS	S	S	S	S	SS	TS	STS	STS	STS	STS	TS	S	S	S	S	TS
9	24	P	STS	STS	TS	TS	STS	S	SS	S	SS	SS	STS	STS	TS	TS	STS	SS	S	SS	SS	S	STS	STS	STS	STS	STS	S	S	SS	SS	SS
10	20	P	TS	TS	TS	TS	STS	S	S	S	SS	SS	TS	TS	TS	TS	STS	S	S	SS	SS	S	TS	TS	TS	STS	TS	S	S	S	SS	SS
11	23	P	TS	TS	TS	TS	TS	S	S	SS	S	TS	TS	TS	S	TS	SS	S	TS	S	S	S	TS	TS	TS	STS	STS	S	S	TS	TS	TS
12	27	P	STS	STS	STS	TS	STS	SS	SS	SS	S	S	STS	STS	STS	TS	TS	SS	S	SS	S	S	TS	STS	STS	STS	TS	S	S	SS	S	S
13	21	P	STS	STS	STS	TS	TS	SS	S	S	S	S	TS	STS	STS	TS	TS	S	S	S	S	SS	TS	TS	STS	TS	STS	S	S	S	SS	SS
14	20	P	STS	STS	S	TS	S	S	TS	TS	TS	TS	TS	TS	TS	SS	S	S	TS	TS	TS	TS	TS	S	S	TS	TS	S	TS	TS	STS	STS
15	25	P	STS	STS	TS	STS	STS	SS	SS	SS	SS	SS	STS	STS	STS	S	TS	SS	SS	S	SS	S	STS	STS	TS	STS	TS	SS	SS	S	S	SS
16	29	L	TS	TS	TS	TS	TS	S	S	S	S	S	TS	TS	TS	TS	TS	S	S	S	S	S	TS	TS	TS	TS	TS	S	S	S	S	S
17	25	L	TS	STS	TS	TS	S	S	S	S	S	TS	S	TS	TS	TS	S	S	S	TS	S	STS	TS	TS	TS	STS	STS	S	S	TS	TS	TS
18	23	L	TS	TS	S	TS	TS	S	S	S	S	S	TS	TS	TS	S	TS	S	S	S	S	S	TS	TS	TS	TS	TS	S	S	S	S	S
19	28	L	TS	TS	TS	TS	S	S	S	TS	S	TS	TS	TS	TS	S	STS	S	S	TS	S	SS	S	TS	TS	TS	TS	S	S	S	TS	S
20	27	L	STS	STS	STS	STS	TS	SS	SS	SS	SS	S	STS	STS	STS	STS	TS	S	S	S	SS	S	TS	TS	STS	STS	STS	S	S	S	SS	SS
21	21	L	TS	S	S	TS	S	S	TS	TS	S	TS	STS	S	STS	S	SS	S	TS	TS	S	TS	STS	S	S	TS	S	S	TS	TS	TS	TS
22	32	L	TS	STS	TS	TS	S	S	S	S	S	TS	S	TS	TS	TS	S	S	S	TS	S	STS	TS	TS	TS	STS	STS	SS	S	TS	TS	TS
23	20	L	STS	TS	TS	TS	TS	SS	SS	SS	SS	SS	STS	TS	TS	S	TS	SS	S	S	S	SS	TS	TS	TS	TS	TS	S	S	S	SS	S
24	28	L	STS	STS	TS	STS	TS	S	S	S	S	S	STS	STS	STS	TS	TS	S	S	SS	SS	S	TS	TS	STS	STS	TS	SS	SS	S	SS	SS
25	27	L	TS	TS	STS	STS	TS	S	S	S	S	S	STS	TS	STS	S	TS	SS	S	SS	SS	S	TS	TS	TS	STS	TS	SS	SS	S	S	SS
26	21	L	STS	STS	STS	STS	TS	SS	SS	SS	SS	SS	TS	TS	TS	TS	TS	S	S	S	S	S	STS	STS	STS	STS	STS	SS	SS	S	S	S
27	25	L	TS	TS	STS	TS	TS	SS	SS	SS	SS	SS	TS	STS	STS	S	STS	S	S	S	SS	S	TS	TS	TS	TS	TS	S	S	S	S	SS
28	24	L	TS	TS	TS	TS	TS	S	S	S	S	S	TS	TS	TS	TS	TS	S	S	S	TS	S	TS	STS	TS	TS	TS	S	S	S	S	S
29	23	L	TS	TS	S	TS	TS	TS	TS	TS	TS	TS	TS	TS	TS	S	TS	TS	TS	S	TS	TS	S	S	S	TS	TS	S	TS	TS	TS	TS
30	25	L	STS	STS	STS	TS	STS	SS	SS	SS	SS	SS	STS	TS	STS	STS	TS	SS	SS	S	SS	S	STS	STS	TS	TS	TS	S	S	SS	SS	S

## VARIABEL PERSEPSI TERHADAP KREATIVITAS SIARAN

SB	F	F	F	F	F	F	F	F	F	UF	UF	UF	UF	UF	UF	UF	UF	UF	F	F	F	F	F	F	F	F	F
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27
1	3	3	3	2	2	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	2	2	4	2	2	3
2	3	4	4	3	2	3	3	3	3	4	4	4	2	4	4	4	4	1	4	2	4	4	3	4	3	3	3
3	2	2	4	3	3	3	3	3	2	3	2	3	3	3	3	3	3	1	3	4	2	3	3	3	3	2	2
4	3	3	3	2	2	3	3	1	3	3	3	3	3	3	3	3	3	2	3	4	1	3	3	4	3	2	2
5	3	4	4	3	4	4	4	3	3	4	3	4	2	3	3	3	3	2	4	4	3	3	3	4	2	3	3
6	3	3	3	3	3	3	4	3	2	4	3	4	2	3	3	4	4	1	3	4	3	3	3	4	2	3	3
7	3	4	4	3	3	4	3	3	3	3	3	3	3	4	4	3	3	1	4	4	3	3	2	4	2	3	3
8	3	4	4	3	3	2	3	3	3	4	3	3	4	3	4	4	3	1	4	4	3	3	1	4	2	2	2
9	3	4	4	4	3	4	3	3	4	4	4	4	4	3	4	3	3	1	3	4	4	3	2	4	3	3	4
10	3	3	3	3	3	3	3	3	4	3	3	3	4	3	4	3	3	1	3	3	3	4	1	4	3	3	4
11	3	3	3	2	1	3	3	2	2	3	2	3	4	2	4	3	2	2	4	4	2	3	1	4	2	2	2
12	4	3	4	3	2	3	4	2	3	4	4	3	3	4	3	3	2	2	4	2	4	3	2	4	2	3	3
13	3	3	3	4	3	3	3	4	3	4	3	4	2	3	3	3	4	3	3	3	3	2	2	3	2	3	2
14	3	4	3	3	2	2	2	2	3	3	3	3	4	2	3	1	2	1	3	4	3	3	2	4	1	2	3
15	3	3	3	3	2	3	3	3	3	3	3	2	3	2	3	3	3	2	3	3	3	3	2	4	3	3	3
16	3	3	3	4	3	3	3	4	2	3	3	3	3	3	3	3	3	1	3	3	3	3	3	3	2	3	3
17	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	4	3	4	4	3	3	3	3	4	3	3
18	3	4	4	3	4	3	3	3	3	3	3	2	4	3	3	3	3	3	3	3	3	3	2	4	2	3	3
19	3	4	3	2	2	2	3	3	2	3	2	3	4	2	3	2	3	2	3	4	2	3	1	4	1	2	2
20	4	4	4	4	3	3	3	3	4	3	3	4	4	4	4	3	4	3	3	3	4	4	3	3	3	3	3
21	4	4	3	3	3	3	3	3	4	3	3	3	3	3	3	3	4	3	4	3	3	3	3	4	3	3	3
22	3	4	4	3	4	3	3	3	4	3	3	2	4	3	3	3	3	3	3	3	3	3	2	3	3	3	3
23	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	2	4	3	3	3
24	3	3	3	3	3	3	3	3	3	4	4	4	4	3	3	4	4	1	3	4	3	3	2	4	3	3	4
25	4	4	3	3	4	3	3	3	3	3	3	2	4	3	3	3	3	3	3	4	3	3	3	3	4	3	3
26	4	4	4	4	3	4	4	4	4	4	4	3	2	3	4	3	2	3	3	3	4	4	4	2	3	3	4
27	3	3	3	3	3	3	3	3	4	3	3	4	3	3	3	4	3	4	3	3	3	3	3	3	3	3	3
28	3	3	3	3	3	2	3	3	3	3	2	2	3	3	3	3	2	2	3	3	3	3	3	4	3	2	3
29	3	3	2	3	3	3	3	3	2	3	2	3	3	3	3	2	2	3	3	3	2	3	3	3	3	2	2
30	4	4	4	3	3	3	3	4	4	4	4	3	2	3	4	3	2	3	3	3	3	3	2	3	3	3	3
SUM	85	103	101	91	86	90	93	88	92	100	91	93	95	90	100	91	90	63	97	101	89	92	72	107	78	81	87

## VARIABEL PERSEPSI TERHADAP KREATIVITAS SIARAN

SB	UF	UF	UF	UF	UF	UF	UF	UF	UF	F	F	F	F	F	F	F	F	F	UF	UF	UF	UF	UF	UF	UF	UF	UF	RS
	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	X
1	2	3	2	1	2	3	2	2	2	3	3	3	2	3	2	3	2	3	3	3	3	2	3	3	3	3	1	143
2	4	3	2	3	3	4	3	2	3	2	3	4	4	3	3	4	3	3	2	4	2	3	2	2	3	3	2	170
3	2	3	2	2	3	2	3	2	2	4	3	2	2	2	2	4	2	2	2	3	4	3	3	2	3	3	2	146
4	4	3	2	3	2	3	2	2	2	3	3	3	2	3	2	3	1	3	3	3	3	3	2	2	3	3	2	148
5	3	3	1	2	3	3	2	3	3	4	4	4	4	2	4	4	4	4	2	3	2	3	2	4	4	3	2	175
6	1	4	3	3	2	3	3	3	4	3	3	3	2	3	2	4	3	3	2	3	4	3	2	3	3	3	1	165
7	1	4	3	1	2	2	3	3	3	4	3	3	4	2	2	4	2	3	2	3	2	3	2	3	3	4	1	163
8	2	3	1	2	1	3	3	3	3	3	4	4	2	1	3	4	2	3	2	3	4	2	3	3	3	3	2	161
9	3	3	3	2	2	3	3	3	4	2	2	4	2	3	1	4	2	4	2	4	4	3	1	3	3	4	3	178
10	3	4	3	1	2	3	4	3	4	3	3	4	3	3	3	3	3	3	2	4	3	3	2	3	3	3	2	173
11	2	3	1	1	1	3	3	2	2	3	3	2	2	1	3	4	2	3	2	2	4	2	3	3	3	3	1	146
12	3	4	3	4	3	3	3	2	3	1	2	4	2	2	2	4	3	3	3	4	4	3	2	3	3	3	2	173
13	4	3	2	3	2	3	3	3	2	3	4	4	2	3	3	3	3	3	3	3	3	3	2	3	3	3	2	172
14	1	3	1	1	1	2	2	1	3	4	3	3	3	1	1	4	1	3	1	3	4	4	4	1	2	1	1	144
15	4	3	2	3	3	4	3	2	4	4	4	4	2	4	4	3	3	3	3	3	4	3	3	3	3	3	3	179
16	2	3	2	2	2	2	3	2	3	3	3	4	4	3	3	4	4	3	2	3	3	2	3	3	3	3	2	171
17	2	4	2	3	2	3	3	3	3	3	3	4	2	3	3	4	2	3	2	3	4	3	2	3	3	4	1	180
18	3	3	2	2	2	3	4	2	3	2	2	2	3	2	4	4	4	3	2	2	3	2	2	4	3	2	3	174
19	2	3	1	1	1	2	3	3	2	3	4	2	2	1	3	4	2	2	2	2	4	2	4	2	3	3	1	153
20	3	4	2	3	3	4	4	4	4	2	3	4	4	3	3	4	3	4	2	3	2	3	1	3	3	4	3	198
21	3	3	2	3	3	3	3	3	3	2	4	4	4	3	3	3	3	3	2	3	2	3	2	3	3	3	1	185
22	4	2	2	3	3	4	3	2	3	4	4	3	2	3	2	3	2	3	2	3	4	2	2	3	3	3	1	182
23	4	3	2	3	3	4	4	3	4	4	3	3	3	3	3	3	3	3	1	3	4	1	2	3	4	3	3	186
24	3	3	1	2	3	3	3	3	3	3	3	4	2	3	4	4	3	3	2	3	3	2	2	3	3	3	3	188
25	3	3	2	2	2	3	4	2	3	3	3	4	4	3	3	4	4	3	2	3	3	2	4	3	3	3	3	192
26	4	4	2	1	3	3	3	3	4	2	3	4	3	4	4	4	3	4	3	4	4	3	2	4	4	4	4	209
27	3	3	2	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	2	3	2	3	2	3	3	3	3	188
28	3	3	1	2	2	2	3	2	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	3	4	3	181
29	2	3	2	2	3	2	3	2	2	3	3	3	2	3	2	3	2	3	3	3	3	3	2	2	3	3	2	171
30	3	3	2	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	4	3	4	4	197
SUM	83	97	58	86	70	88	91	76	90	88	94	102	80	79	83	108	80	92	67	92	98	81	70	87	92	94	84	

## VARIABEL LOYALITAS PENDENGAR

SB	UF	UF	UF	UF	UF	F	F	F	F	F	UF	UF	UF	UF	UF	F	F	F	F	F	UF	UF	UF	UF	UF	F	F	F	F	F	RS	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	X	
1	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	2	3	3	3	3	3	3	3	2	3	2	86	
2	4	4	4	4	4	4	3	3	2	3	3	3	3	3	3	3	3	2	2	3	2	3	3	4	4	4	3	2	3	3	94	
3	3	3	4	3	2	3	3	3	3	3	4	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	89	
4	3	3	3	3	4	4	3	3	2	3	3	3	4	4	3	3	3	3	3	3	1	4	4	4	4	4	3	3	2	3	2	94
5	3	3	3	4	4	4	4	4	4	3	4	4	4	2	2	4	4	4	4	4	3	3	3	4	2	4	3	4	4	4	107	
6	3	3	3	3	3	4	3	3	3	4	3	3	3	2	4	3	3	3	3	3	4	4	4	4	3	3	3	3	4	4	98	
7	3	3	3	4	4	3	3	2	3	3	4	4	3	3	3	4	3	2	2	2	3	3	3	3	3	3	3	2	3	2	89	
8	4	4	4	4	3	3	3	3	4	3	4	4	4	3	2	3	3	3	4	2	4	4	4	4	3	3	3	3	3	2	100	
9	4	4	3	3	4	3	4	3	4	4	4	4	3	3	4	4	3	4	4	3	4	4	4	4	4	3	3	4	4	4	110	
10	3	3	3	3	4	3	3	3	4	4	3	3	3	3	4	3	3	4	4	4	3	4	3	4	3	3	3	3	4	4	101	
11	3	3	3	3	3	3	3	4	3	2	3	3	3	2	3	4	3	2	3	3	2	3	3	4	4	3	3	2	2	2	87	
12	4	4	4	3	4	4	4	4	3	3	4	4	4	3	3	4	3	4	3	3	3	4	4	4	3	3	3	4	3	3	106	
13	4	4	4	3	3	4	3	3	3	3	3	4	4	3	3	3	3	3	3	4	3	3	4	3	4	3	3	3	4	4	101	
14	4	4	2	3	2	3	2	2	2	2	3	3	3	1	2	3	2	2	2	2	3	2	2	3	3	3	2	2	1	1	71	
15	4	4	3	4	4	4	4	4	4	4	4	4	4	2	3	4	4	3	4	3	4	4	3	4	3	4	4	3	3	4	110	
16	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	90	
17	3	4	3	3	2	3	3	3	3	2	2	3	3	3	2	3	3	2	3	1	3	3	3	4	4	3	3	2	2	2	83	
18	3	3	2	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	88	
19	3	3	3	3	2	3	3	2	3	2	3	3	3	2	4	3	3	2	3	4	2	3	3	3	3	3	3	3	2	3	85	
20	4	4	4	4	3	4	4	4	4	3	4	4	4	4	3	3	3	3	4	3	3	3	4	4	4	3	3	3	4	4	108	
21	3	2	2	3	2	3	2	2	3	2	4	2	4	2	1	3	2	2	3	2	4	2	2	3	2	3	2	2	2	2	73	
22	3	4	3	3	2	3	3	3	3	2	2	3	3	3	2	3	3	2	3	1	3	3	3	4	4	4	3	2	2	2	84	
23	4	3	3	3	3	4	4	4	4	4	4	3	3	2	3	4	3	3	3	4	3	3	3	3	3	3	3	4	3	99		
24	4	4	3	4	3	3	3	3	3	3	4	4	4	3	3	3	3	4	4	3	3	3	4	4	3	4	4	3	4	4	104	
25	3	3	4	4	3	3	3	3	3	3	4	3	4	2	3	4	3	4	4	3	3	3	3	4	3	4	4	3	3	4	100	
26	4	4	4	4	3	4	4	4	4	4	3	3	3	3	3	3	3	3	3	3	4	4	4	4	4	4	4	3	3	3	106	
27	3	3	4	3	3	4	4	4	4	4	3	4	4	2	4	3	3	3	4	3	3	3	3	4	3	3	3	3	3	4	101	
28	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	4	3	3	3	3	3	3	3	3	90	
29	3	3	2	3	3	2	2	2	2	2	3	3	3	2	3	2	2	3	2	2	2	2	2	3	3	3	2	2	2	2	72	
30	4	4	4	3	4	4	4	4	4	4	4	3	4	4	3	4	4	3	4	3	4	4	3	3	3	3	3	4	4	3	109	
SUM	102	102	97	90	94	100	96	94	97	90	101	99	102	79	87	98	90	88	95	83	94	97	96	107	97	97	91	84	91	88		

## VARIABEL PERSEPSI TERHADAP KREATIVITAS SIARAN

S#B	F	F	F	F	F	F	F	F	UF	UF	UF	UF	F	F	F	F	F	UF	UF	UF	UF	UF	UF	UF	UF	UF	UF	UF	F	F	F	F	F	F	UF	UF	UF	UF	UF	RS
	1	3	4	5	6	7	8	9	10	11	14	16	21	22	23	25	26	27	28	29	30	31	32	33	34	35	36	39	40	41	42	44	45	47	51	52	53	54	X	
1	3	3	2	2	3	3	2	3	3	3	3	3	3	2	2	2	3	2	3	2	3	2	1	2	3	2	2	3	2	3	2	2	3	3	3	3	3	1	94	
2	3	4	3	2	3	3	3	3	4	4	4	4	4	4	3	3	3	3	4	3	2	3	3	4	3	2	2	3	4	4	3	3	3	4	2	3	3	2	121	
3	2	4	3	3	3	3	3	2	3	2	3	3	2	3	3	2	2	2	3	2	2	3	2	3	2	2	2	2	2	2	2	2	3	2	3	3	2	95		
4	3	3	2	2	3	3	1	3	3	3	3	3	1	3	3	2	2	4	3	2	3	2	3	2	3	2	2	3	2	3	2	1	3	3	2	3	3	2	96	
5	3	4	3	4	4	4	3	3	4	3	3	3	3	3	3	2	3	3	3	3	1	2	3	3	2	3	3	4	4	2	4	4	4	3	4	4	3	2	119	
6	3	3	3	3	3	4	3	2	4	3	3	4	3	3	3	2	3	3	1	4	3	3	2	3	3	3	4	3	2	3	2	3	3	3	3	3	3	1	110	
7	3	4	3	3	4	3	3	3	3	3	4	3	3	3	2	2	3	3	1	4	3	1	2	2	3	3	3	4	2	2	2	2	3	3	3	3	4	1	106	
8	3	4	3	3	2	3	3	3	4	3	3	4	3	3	1	2	2	2	2	3	1	2	1	3	3	3	3	4	2	1	3	2	3	3	3	3	3	2	101	
9	3	4	4	3	4	3	3	4	4	4	3	3	4	3	2	3	3	4	3	3	3	2	2	3	3	3	4	4	2	3	1	2	4	4	3	3	4	3	120	
10	3	3	3	3	3	3	3	4	3	3	3	3	3	4	1	3	3	4	3	4	3	1	2	3	4	3	4	4	3	3	3	3	4	3	3	3	3	2	116	
11	3	3	2	1	3	3	2	2	3	2	2	3	2	3	1	2	2	2	2	3	1	1	1	3	3	2	2	2	1	3	2	3	2	3	3	3	3	1	84	
12	4	4	3	2	3	4	2	3	4	4	4	3	4	3	2	2	3	3	4	3	4	3	4	3	3	2	3	4	2	2	2	3	3	4	3	3	3	2	116	
13	3	3	4	3	3	3	4	3	4	3	3	3	3	2	2	2	3	2	4	3	2	3	3	3	3	2	4	2	3	3	3	3	3	3	3	3	3	2	110	
14	3	3	3	2	2	2	2	3	3	3	2	1	3	3	2	1	2	3	1	3	1	1	1	2	2	1	3	3	1	1	1	3	3	1	2	1	1	78		
15	3	3	3	2	3	3	3	3	3	3	2	3	3	3	2	3	3	3	4	3	2	3	3	4	3	2	4	4	2	4	4	3	3	3	3	3	3	114		
16	3	3	4	3	3	3	4	2	3	3	3	3	3	3	2	3	3	3	2	3	2	2	2	2	3	2	3	4	4	3	3	4	3	3	3	3	2	110		
17	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	2	4	2	3	2	3	2	3	3	4	2	3	3	2	3	3	3	3	4	1	111	
18	3	4	3	4	3	3	3	3	3	3	3	3	3	3	2	2	3	3	3	3	3	2	2	2	3	4	2	3	2	4	4	3	2	4	3	2	3	110		
19	3	3	2	2	3	3	2	3	2	2	2	2	2	3	1	1	2	2	2	3	1	1	1	2	3	3	2	2	1	3	2	2	2	3	3	3	3	1	81	
20	4	4	4	3	3	3	3	4	3	3	4	3	4	4	3	3	3	3	4	2	3	3	4	4	4	4	4	4	4	3	3	3	3	4	3	3	4	3	129	
21	4	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	4	4	3	3	3	3	3	3	3	3	1	115	
22	3	4	3	4	3	3	3	4	3	3	3	3	3	3	2	3	3	4	3	2	3	3	4	3	2	3	3	3	2	3	2	3	3	3	3	3	3	1	111	
23	3	3	3	4	3	3	3	3	3	3	3	3	3	3	2	3	3	3	4	3	2	3	3	4	3	2	3	4	4	3	3	3	3	3	3	4	3	3	118	
24	3	3	3	3	3	3	3	3	4	4	3	4	3	3	2	3	3	4	3	3	1	2	3	3	3	3	3	4	2	3	4	3	3	3	3	3	3	3	115	
25	4	3	3	4	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	3	2	2	2	3	4	2	3	4	4	3	4	3	3	3	3	3	3	3	117	
26	4	4	4	3	4	4	4	4	4	4	3	3	3	4	4	3	3	4	4	4	2	1	3	3	3	3	4	4	3	4	4	3	4	4	4	4	4	4	136	
27	3	3	3	3	3	3	3	4	3	3	3	4	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	115	
28	3	3	3	3	2	3	3	3	3	2	3	3	3	3	3	3	2	3	3	3	1	2	2	2	2	3	2	3	3	3	3	3	3	3	3	3	3	3	106	
29	3	2	3	3	3	3	3	2	3	2	3	2	2	3	3	2	2	2	3	2	2	2	2	2	3	2	2	3	2	3	2	2	3	3	2	3	3	2	98	
30	4	4	3	3	3	3	4	4	4	4	3	3	3	3	3	3	3	3	3	3	2	2	3	3	3	3	3	3	3	3	2	3	3	3	4	3	4	4	121	



## VARIABEL LOYALITAS PENDENGAR

SB	UF	UF	UF	UF	UF	F	F	F	F	F	UF	UF	UF	UF	UF	F	F	F	F	F	UF	UF	UF	UF	F	F	F	F	RS
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	27	28	29	30	X
1	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	2	3	3	3	3	3	2	3	2	2	80
2	4	4	4	4	4	4	3	3	2	3	3	3	3	3	3	3	3	2	2	3	2	3	3	4	3	2	3	3	88
3	3	3	4	3	2	3	3	3	3	3	4	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	2	83
4	3	3	3	3	4	4	3	3	2	3	3	3	4	4	3	3	3	3	3	1	4	4	4	4	3	2	3	2	87
5	3	3	4	4	4	4	4	4	4	3	4	4	4	2	2	4	4	4	4	4	3	3	3	4	3	4	4	4	101
6	3	3	3	3	4	3	3	3	4	3	3	3	3	2	4	3	3	3	3	3	4	4	4	4	3	3	4	4	92
7	3	3	3	4	4	3	3	3	2	3	3	4	4	3	3	3	4	3	2	2	2	3	3	3	3	2	3	2	83
8	4	4	4	4	3	3	3	3	4	3	4	4	4	3	2	3	3	3	4	2	4	4	4	4	3	3	3	2	94
9	4	4	3	3	4	3	4	3	4	4	4	4	3	3	4	4	3	4	4	3	4	4	4	4	3	4	4	4	103
10	3	3	3	3	4	3	3	3	4	4	3	3	3	3	4	3	3	4	4	4	3	4	3	4	3	3	4	4	95
11	3	3	3	3	3	3	3	4	3	2	3	3	3	2	3	4	3	2	3	3	2	3	3	4	3	2	2	2	80
12	4	4	4	3	4	4	4	4	3	3	4	4	4	3	3	4	3	4	3	3	3	4	4	4	3	4	3	3	100
13	4	4	4	3	3	4	3	3	3	3	3	4	4	3	3	3	3	3	3	4	3	3	4	3	3	3	4	4	94
14	4	4	2	3	2	3	2	2	2	2	3	3	3	1	2	3	2	2	2	2	3	2	2	3	2	2	1	1	65
15	4	4	3	4	4	4	4	4	4	4	4	4	4	2	3	4	4	3	4	3	4	4	3	4	4	3	3	4	103
16	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	84
17	3	4	3	3	2	3	3	3	3	2	2	3	3	3	2	3	3	2	3	1	3	3	3	4	3	2	2	2	76
18	3	3	2	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	82
19	3	3	3	3	2	3	3	2	3	2	3	3	3	2	4	3	3	2	3	4	2	3	3	3	3	3	2	3	79
20	4	4	4	4	3	4	4	4	4	3	4	4	4	4	3	3	3	3	4	3	3	3	4	4	3	3	4	4	101
21	3	2	2	3	2	3	2	2	3	2	4	2	4	2	1	3	2	2	3	2	4	2	2	3	2	2	2	2	68
22	3	4	3	3	2	3	3	3	3	2	2	3	3	3	2	3	3	2	3	1	3	3	3	4	3	2	2	2	78
23	4	3	3	3	3	4	4	4	4	4	4	3	3	2	3	4	3	3	3	4	3	3	3	3	3	3	4	3	93
24	4	4	3	4	3	3	3	3	3	3	4	4	4	3	3	3	3	4	4	3	3	3	4	4	4	3	4	4	97
25	3	3	4	4	3	3	3	3	3	3	4	3	4	2	3	4	3	4	4	3	3	3	3	4	4	3	3	4	93
26	4	4	4	4	3	4	4	4	4	4	3	3	3	3	3	3	3	3	3	4	4	4	4	4	4	3	3	3	98
27	3	3	4	3	3	4	4	4	4	4	3	4	4	2	4	3	3	3	4	3	3	3	3	4	3	3	3	4	95
28	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	4	3	3	3	3	3	3	84
29	3	3	2	3	3	2	2	2	2	2	3	3	3	2	3	2	2	3	2	2	2	2	2	3	2	2	2	2	66
30	4	4	4	3	4	4	4	4	4	4	4	3	4	4	3	4	4	3	4	3	4	4	3	3	3	4	4	3	103

Reliabilitas Persepsi terhadap Kreativitas Siaran ( Putaran.1 )

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.873	.887	54

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	2.917	1.933	3.600	1.667	1.862	.146	54
Item Variances	.425	.133	.878	.745	6.586	.034	54
Inter-Item Correlations	.127	-.606	.735	1.342	-1.213	.068	54

The covariance matrix is calculated and used in the analysis.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
157.53	160.051	12.651	54

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
k1	154.37	154.102	.501		.869
k2	154.10	155.955	.268		.871
k3	154.17	154.213	.400		.870
k4	154.50	151.293	.618		.867
k5	154.67	151.402	.452		.868
k6	154.53	152.878	.531		.868
k7	154.43	155.357	.451		.870
k8	154.60	151.972	.486		.868
k9	154.47	149.361	.604		.866
k10	154.20	154.824	.410		.870
k11	154.50	150.259	.624		.866
k12	154.43	156.668	.178		.873
k13	154.37	166.447	-.361		.882
k14	154.53	153.430	.488		.869
k15	154.20	156.166	.305		.871
k16	154.50	162.741	.456		.869
k17	154.53	154.740	.279		.871
k18	155.43	156.047	.137		.875
k19	154.30	159.252	.057		.874
k20	154.17	165.592	-.374		.880
k21	154.57	148.461	.684		.865
k22	154.47	155.016	.431		.870
k23	155.13	152.051	.390		.869
k24	153.97	165.964	-.391		.881
k25	154.93	150.478	.509		.867
k26	154.83	150.489	.817		.865
k27	154.63	150.654	.605		.867
k28	154.77	148.047	.489		.867
k29	154.30	156.079	.352		.871
k30	155.60	154.662	.313		.871
k31	155.33	152.713	.316		.871
k32	155.20	149.476	.579		.866
k33	154.60	151.145	.540		.867
k34	154.50	154.603	.372		.870
k35	155.00	151.241	.544		.867
k36	154.53	148.120	.677		.865
k37	154.60	167.559	-.400		.883
k38	154.40	161.214	-.103		.876
k39	154.13	148.257	.639		.865
k40	154.87	151.775	.386		.869
k41	154.90	147.610	.600		.865
k42	154.77	151.426	.386		.869
k43	153.93	159.720	.007		.874
k44	154.87	148.395	.563		.866
k45	154.47	152.809	.633		.868
k46	155.30	159.045	.048		.874
k47	154.47	153.154	.514		.868
k48	154.27	166.685	-.358		.883
k49	154.83	160.557	-.057		.876
k50	155.20	171.476	-.604		.886
k51	154.63	149.620	.617		.866
k52	154.47	155.292	.508		.870
k53	154.40	151.972	.496		.868
k54	155.40	147.007	.535		.866

Reliabilitas Persepsi terhadap Kreativitas Siaran ( Putaran.2 )

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.936	.940	39

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	2.881	1.933	3.400	1.467	1.759	.116	39
Item Variances	.417	.133	.878	.745	6.586	.036	39
Inter-Item Correlations	.287	-.361	.735	1.096	-2.039	.028	39

The covariance matrix is calculated and used in the analysis.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
112.37	184.585	13.586	39

## Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
k1	109.20	178.234	.499	.	.934
k3	109.00	178.483	.390	.	.935
k4	109.33	175.057	.626	.	.933
k5	109.50	175.362	.449	.	.935
k6	109.37	176.792	.538	.	.934
k7	109.27	179.513	.455	.	.935
k8	109.43	175.840	.491	.	.934
k9	109.30	173.183	.600	.	.933
k10	109.03	179.275	.396	.	.935
k11	109.33	173.885	.636	.	.933
k14	109.37	176.792	.538	.	.934
k15	109.03	180.585	.293	.	.936
k16	109.33	176.575	.467	.	.935
k21	109.40	172.179	.681	.	.933
k22	109.30	179.045	.443	.	.935
k23	109.97	175.413	.421	.	.935
k25	109.77	174.047	.524	.	.934
k26	109.67	174.368	.812	.	.932
k27	109.47	174.395	.612	.	.933
k28	109.60	171.076	.516	.	.935
k29	109.13	180.395	.347	.	.935
k30	110.43	177.840	.371	.	.935
k31	110.17	176.351	.334	.	.936
k32	110.03	172.309	.630	.	.933
k33	109.43	175.289	.525	.	.934
k34	109.33	178.299	.402	.	.935
k35	109.83	175.799	.503	.	.934
k36	109.37	171.964	.666	.	.933
k39	108.97	172.654	.600	.	.933
k40	109.70	175.459	.399	.	.936
k41	109.73	170.409	.640	.	.933
k42	109.60	175.766	.376	.	.936
k44	109.70	171.597	.587	.	.933
k45	109.30	177.045	.613	.	.934
k47	109.30	176.700	.550	.	.934
k51	109.47	173.292	.623	.	.933
k52	109.30	179.390	.518	.	.935
k53	109.23	175.909	.496	.	.934
k54	110.23	169.357	.588	.	.934

Reliabilitas Persepsi terhadap Kreativitas Siaran ( Putaran.3 )

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.936	.940	38

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	2.869	1.933	3.400	1.467	1.759	.114	38
Item Variances	.422	.133	.878	.745	6.586	.036	38
Inter-Item Correlations	.292	-.361	.735	1.096	-2.039	.027	38

The covariance matrix is calculated and used in the analysis.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
109.03	180.585	13.438	38

## Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
k1	105.87	174.326	.497	.	.934
k3	105.67	174.713	.378	.	.935
k4	106.00	171.172	.626	.	.933
k5	106.17	171.247	.461	.	.935
k6	106.03	172.930	.534	.	.934
k7	105.93	175.513	.460	.	.935
k8	106.10	171.955	.490	.	.934
k9	105.97	169.413	.594	.	.933
k10	105.70	175.390	.391	.	.935
k11	106.00	170.069	.632	.	.933
k14	106.03	172.930	.534	.	.934
k16	106.00	172.690	.465	.	.935
k21	106.07	168.409	.676	.	.933
k22	105.97	175.275	.429	.	.935
k23	106.63	171.344	.429	.	.935
k25	106.43	170.185	.523	.	.934
k26	106.33	170.437	.816	.	.932
k27	106.13	170.533	.610	.	.933
k28	106.27	167.030	.525	.	.934
k29	105.80	176.579	.334	.	.935
k30	107.10	173.955	.369	.	.935
k31	106.83	172.144	.348	.	.936
k32	106.70	168.217	.643	.	.933
k33	106.10	171.403	.524	.	.934
k34	106.00	174.414	.399	.	.935
k35	106.50	172.052	.493	.	.934
k36	106.03	168.171	.662	.	.933
k39	105.63	168.861	.595	.	.933
k40	106.37	171.482	.403	.	.935
k41	106.40	166.386	.649	.	.933
k42	106.27	171.789	.379	.	.936
k44	106.37	167.482	.600	.	.933
k45	105.97	173.206	.606	.	.934
k47	105.97	172.861	.544	.	.934
k51	106.13	169.430	.622	.	.933
k52	105.97	175.413	.521	.	.935
k53	105.90	172.231	.482	.	.934
k54	106.90	165.472	.590	.	.934

Reliabilitas Loyalitas Pendengar ( Putaran.1 )

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.938	.938	30

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.150	2.633	3.567	.933	1.354	.045	30
Item Variances	.402	.185	.823	.638	4.447	.024	30
Inter-Item Correlations	.335	-.451	.846	1.296	-1.877	.041	30

The covariance matrix is calculated and used in the analysis.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
94.50	128.603	11.340	30



## Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
11	91.10	123.059	.479	.	.936
12	91.10	123.472	.385	.	.937
13	91.27	118.340	.664	.	.934
14	91.20	124.166	.406	.	.937
15	91.37	118.447	.605	.	.935
16	91.17	120.764	.628	.	.935
17	91.30	117.045	.847	.	.932
18	91.37	117.689	.707	.	.934
19	91.27	118.271	.668	.	.934
110	91.50	116.603	.768	.	.933
111	91.13	122.257	.439	.	.937
112	91.20	121.131	.610	.	.935
113	91.10	123.403	.447	.	.937
114	91.87	122.051	.380	.	.938
115	91.60	122.317	.367	.	.938
116	91.23	122.737	.485	.	.936
117	91.50	121.224	.716	.	.934
118	91.57	118.668	.628	.	.935
119	91.33	117.954	.669	.	.934
120	91.73	119.582	.441	.	.938
121	91.37	123.206	.358	.	.938
122	91.27	118.892	.683	.	.934
123	91.30	119.045	.690	.	.934
124	90.93	122.892	.488	.	.936
125	91.27	127.168	.087	.	.940
126	91.27	125.789	.273	.	.938
127	91.47	121.292	.655	.	.935
128	91.70	117.597	.733	.	.933
129	91.47	114.326	.788	.	.932
130	91.57	113.564	.735	.	.933

Reliabilitas Loyalitas Pendengar ( Putaran. 2 )

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.941	.942	28

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.144	2.633	3.567	.933	1.354	.048	28
Item Variances	.412	.207	.623	.616	3.976	.024	28
Inter-Item Correlations	.367	-.196	.846	1.042	-4.317	.032	28

The covariance matrix is calculated and used in the analysis.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
88.03	124.378	11.152	28

## Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
11	84.63	119.068	.466	.	.940
12	84.63	119.757	.349	.	.941
13	84.80	114.441	.652	.	.938
14	84.73	120.202	.387	.	.941
15	84.90	114.300	.611	.	.938
16	84.70	116.769	.619	.	.938
17	84.83	113.040	.845	.	.936
18	84.90	113.748	.699	.	.937
19	84.80	113.959	.687	.	.937
110	85.03	112.447	.777	.	.936
111	84.67	117.747	.469	.	.940
112	84.73	117.030	.610	.	.939
113	84.63	119.137	.459	.	.940
114	85.40	118.179	.364	.	.942
115	85.13	118.189	.367	.	.941
116	84.77	118.530	.492	.	.940
117	85.03	117.137	.714	.	.938
118	85.10	114.369	.644	.	.938
119	84.87	113.775	.678	.	.938
120	85.27	115.168	.460	.	.941
121	84.90	118.921	.369	.	.941
122	84.80	114.855	.680	.	.938
123	84.83	115.178	.674	.	.938
124	84.47	119.085	.458	.	.940
127	85.00	117.448	.630	.	.938
128	85.23	113.220	.758	.	.937
129	85.00	110.138	.800	.	.936
130	85.10	109.541	.738	.	.937

Uji Normalitas & Linieritas

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
RS Persepsi thd Kreativitas	30	100.0%	0	.0%	30	100.0%
RS Loyalitas Pendengar	30	100.0%	0	.0%	30	100.0%

Descriptives

			Statistic	Std. Error
RS Persepsi thd Kreativitas	Mean		109.03	2.453
	95% Confidence Interval for Mean	Lower Bound	104.02	
		Upper Bound	114.05	
	5% Trimmed Mean		109.33	
	Median		111.00	
	Variance		180.585	
	Std. Deviation		13.438	
	Minimum		76	
	Maximum		136	
	Range		58	
	Interquartile Range		18	
	Skewness		-.651	.427
	Kurtosis		.386	.833
RS Loyalitas Pendengar	Mean		88.03	2.036
	95% Confidence Interval for Mean	Lower Bound	83.87	
		Upper Bound	92.20	
	5% Trimmed Mean		88.46	
	Median		89.50	
	Variance		124.378	
	Std. Deviation		11.152	
	Minimum		65	
	Maximum		103	
	Range		38	
	Interquartile Range		17	
	Skewness		-.468	.427
	Kurtosis		-.620	.833

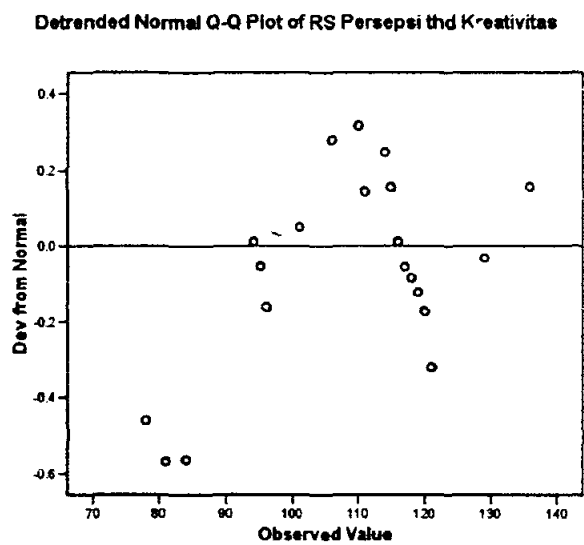
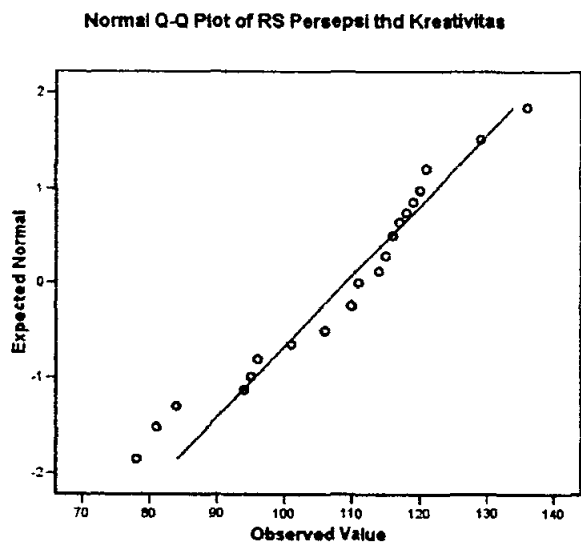
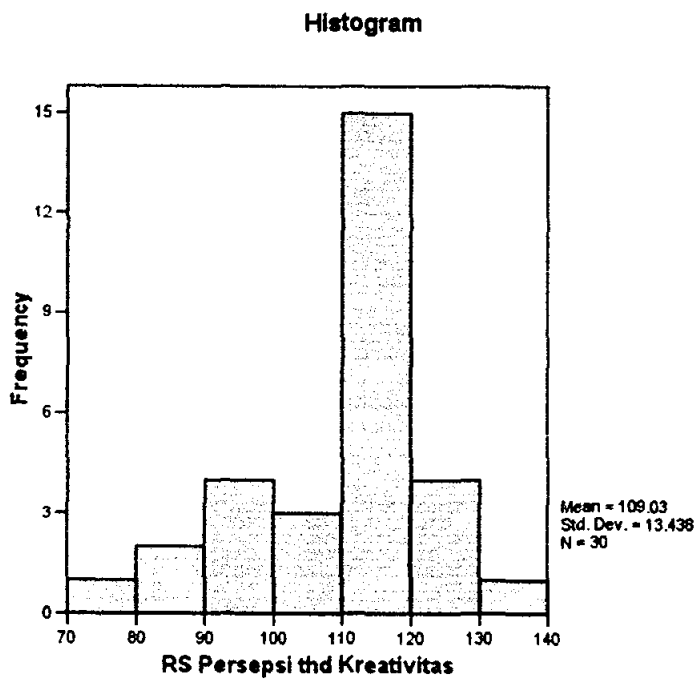
Tests of Normality

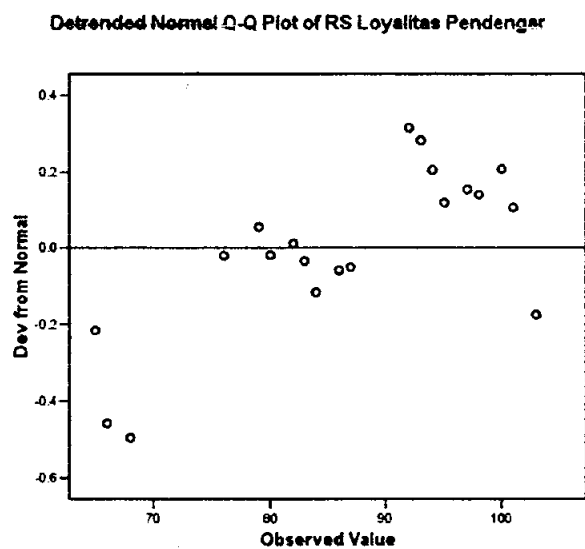
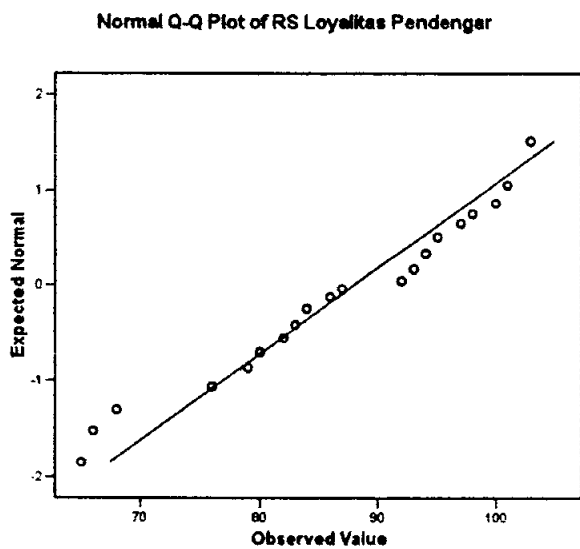
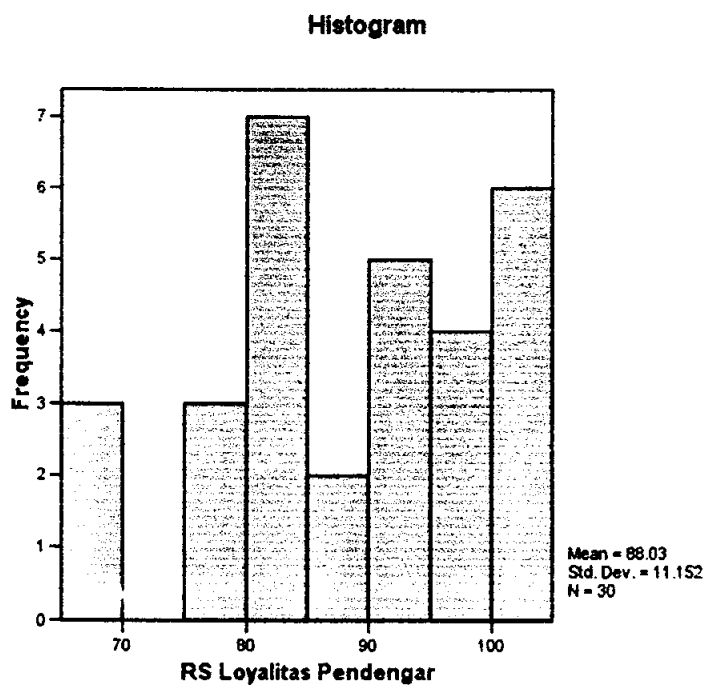
	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
RS Persepsi thd Kreativitas	.195	30	.005	.939	30	.085
RS Loyalitas Pendengar	.139	30	.144	.940	30	.089

a. Lilliefors Significance Correction

**Note :** Mengingat jumlah partisipan kurang dari 50 subyek, maka teknik yang digunakan adalah **Saphiro – Wilk**.

**Kesimpulan :**  
RS Persepsi thd Kreativitas Siaran = Sig 0.085  
 $p > 0.05 \rightarrow$  data berdistribusi normal  
RS Loyalitas Pendengar = Sig. 0.089  
 $p > 0.05 \rightarrow$  data berdistribusi normal





Means

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
RS Loyalitas Pendengar * RS Persepsi thd Kreativitas	30	100.0%	0	.0%	30	100.0%

Report

RS Loyalitas Pendengar

RS Persepsi thd Kreativitas	Mean	N	SD	Median	% of Total N	% of Total Sum	Variance	Min	Max	Range	Sum
78	65.00	1	.	65.00	3.3%	2.5%	.	65	65	0	65
81	79.00	1	.	79.00	3.3%	3.0%	.	79	79	0	79
84	80.00	1	.	80.00	3.3%	3.0%	.	80	80	0	80
94	80.00	1	.	80.00	3.3%	3.0%	.	80	80	0	80
95	83.00	1	.	83.00	3.3%	3.1%	.	83	83	0	83
96	76.50	2	14.85	76.50	6.7%	5.8%	220.500	66	87	21	153
101	94.00	1	.	94.00	3.3%	3.6%	.	94	94	0	94
106	83.50	2	.707	83.50	6.7%	6.3%	.500	83	84	1	167
110	88.00	4	5.888	88.00	13.3%	13.3%	34.667	82	94	12	352
111	76.00	2	.000	76.00	6.7%	5.8%	.000	76	76	0	152
114	103.00	1	.	103.00	3.3%	3.9%	.	103	103	0	103
115	86.67	3	16.20	95.00	10.0%	9.8%	262.333	68	97	29	260
116	97.50	2	3.536	97.50	6.7%	7.4%	12.500	95	100	5	195
117	93.00	1	.	93.00	3.3%	3.5%	.	93	93	0	93
118	93.00	1	.	93.00	3.3%	3.5%	.	93	93	0	93
119	101.00	1	.	101.00	3.3%	3.8%	.	101	101	0	101
120	103.00	1	.	103.00	3.3%	3.9%	.	103	103	0	103
121	94.50	2	12.02	94.50	6.7%	7.2%	144.500	86	103	17	189
129	101.00	1	.	101.00	3.3%	3.8%	.	101	101	0	101
136	98.00	1	.	98.00	3.3%	3.7%	.	98	98	0	98
Total	88.03	30	11.15	89.50	100.0%	100.0%	124.378	65	103	38	2641

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
RS Loyalitas Pendengar * RS Persepsi thd Kreativitas	Between Groups	(Combined) Linearity	2600.300	19	136.858	1.360	.316
		Deviation from Linearity	1534.674	1	1534.674	15.245	.003
	Within Groups		1065.626	18	59.201	.588	.843
	Total		1006.667	10	100.667		
			3606.967	29			

Measures of Association

	R	R Squared	Eta	Eta Squared
RS Loyalitas Pendengar * RS Persepsi thd Kreativitas	.652	.425	.849	.721

Syarat  $p < 0.05 \rightarrow$  linier

Kesimpulan :  
 $p = 0.003 < 0.05 \Rightarrow$  linier

Uji Hipotesis

Correlations

		RS Persepsi thd Kreativitas	RS Loyalitas Pendengar
RS Persepsi thd Kreativitas	Pearson Correlation	1	.652**
	Sig. (2-tailed)	.	.000
	N	30	30
RS Loyalitas Pendengar	Pearson Correlation	.652**	1
	Sig. (2-tailed)	.000	.
	N	30	30

\*\*. Correlation is significant at the 0.01 level (2-tailed).



Data Tambahan

Statistics

		Usia	Jenis Kelamin	Jenis Pekerjaan	Tempat Tinggal	Lama Mendengarkan Colors Radio dalam Sehari	Mendengarkan Morning Show Lain selain Coffee Mix
N	Valid	30	30	30	30	30	30
	Missing	0	0	0	0	0	0
Mode		23	1 <sup>a</sup>	2	1	5	1
Minimum		20	1	1	1	3	1
Maximum		34	2	4	5	5	2

a. Multiple modes exist. The smallest value is shown

Frequency Table

Usia

	Frequency	Percent
Valid 20	4	13.3
21	3	10.0
23	6	20.0
24	2	6.7
25	4	13.3
26	1	3.3
27	3	10.0
28	3	10.0
29	1	3.3
30	1	3.3
32	1	3.3
34	1	3.3
Total	30	100.0

Jenis Kelamin

	Frequency	Percent
Valid pria	15	50.0
wanita	15	50.0
Total	30	100.0

Mendengarkan Morning Show Lain selain CM

	Frequency	Percent
Valid ya	17	56.7
tidak	13	43.3
Total	30	100.0

Tempat Tinggal

	Frequency	Percent
Valid Orang Tua & Keluarga	24	80.0
Famili (Kerabat)	1	3.3
Kost	2	6.7
Rumah Pribadi	2	6.7
lainnya	1	3.3
Total	30	100.0

Jenis Pekerjaan

	Frequency	Percent
Valid Mahasiswa	8	26.7
Karyawan Swasta	19	63.3
Wiraswasta	3	10.0
Total	30	100.0

Lama Mendengarkan Colors Radio dalam Sehari

	Frequency	Percent
Valid 2 - 4 jam	7	23.3
4 - 6 jam	9	30.0
lebih dari 6 jam	14	46.7
Total	30	100.0

Media yang sering digunakan

	Frequency	Percent
Valid radio di rumah	13	43.3
radio di mobil	4	13.3
radio di kantor	2	6.7
perangkat portable	11	36.7
Total	30	100.0



YAYASAN WIDYA MANDALA SURABAYA  
UNIVERSITAS KATOLIK WIDYA MANDALA SURABAYA  
**FAKULTAS PSIKOLOGI**

Jl. Dinoyo 42 - 44, Telp. 5678478 (hunting) Ext. 161, Fax. 5610818 Surabaya - 60265

Nomor : 1441 /WM07/T/2006  
Hal : **Ijin Penelitian**

10 November 2006

Kepada : Yth. Bpk. Didi Adiyaksa  
Operational Manager  
87.7 Colors Radio Surabaya  
Jl. Dharmasada Indah Utara U-III  
Surabaya

Dengan hormat kami beritahukan bahwa mahasiswa tersebut di bawah ini :

Nama : Vicky Diah Nurcahyani  
Fakultas : Psikologi  
Nomor pokok : 7103001040

adalah mahasiswa kami yang sedang menyusun skripsi dengan judul  
"Hubungan Persepsi Terhadap Kreativitas Siaran dengan Loyalitas  
Pendengar *Coffee Mix Colors Radio Surabaya*".

Sehubungan dengan hal tersebut kami mohon ijin dan bantuan bagi mahasiswa yang bersangkutan agar dapat melakukan penelitian di tempat yang Bapak pimpin.

Atas bantuan dan kerjasana yang baik, kami ucapkan terima kasih.

Dekan,

Y. Yettie Wandansari, M.Si.  
NIK. 711.98.0337

Tembusan :  
1. Yth. Mahasiswa ybs.



YAYASAN WIDYA MANDALA SURABAYA  
UNIVERSITAS KATOLIK WIDYA MANDALA SURABAYA  
**FAKULTAS PSIKOLOGI**

Jl. Dinoyo 42 - 44, Telp. 5673478 (hunting) Ext. 161, Fax. 5610818 Surabaya - 60265

Nomor : 1442 /WM07/T/2006  
Hal : **Ijin Wawancara**

10 November 2006

Kepada : Yth. **Bpk. Didi Adiyaksa**  
Operational Manager  
87.7 Colors Radio Surabaya  
Jl. Dharmahusada Indah Utara U-III  
Surabaya

Dengan hormat kami beritahukan bahwa mahasiswa tersebut di bawah ini :

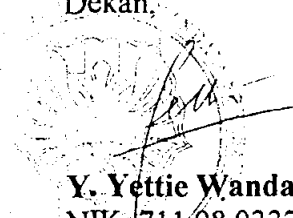
Nama : Vicky Diah Nurcahyani  
Fakultas : Psikologi  
Nomor pokok : 7103001040

adalah mahasiswa kari yang sedang menyusun skripsi dengan judul  
**"Hubungan Persepsi Terhadap Kreativitas Siaran dengan Loyalitas  
Pendengar *Coffee Mix Color Radio Surabaya*".**

Sehubungan dengan hal tersebut kami mohon ijin dan bantuan bagi mahasiswa yang bersangkutan agar dapat melakukan wawancara di tempat yang Bapak pimpin.

Atas bantuan dan kerjasama yang baik, kami ucapkan terima kasih.

Dekan,

  
**Y. Yettie Wandansari, M.Si.**  
NIK. 711.98.0337

Tembusan :  
1. Yth. Mahasiswa ybs



YAYASAN WIDYA MANDALA SURABAYA  
UNIVERSITAS KATOLIK WIDYA MANDALA SURABAYA  
**FAKULTAS PSIKOLOGI**

Jl. Dinoyo 42 - 44, Telp. 5678478 (hunting) Ext. 161, Fax. 5610818 Surabaya - 60265

Nomor : 1443 /WM07/T/2006  
Hal : Ijin Pengambilan Data

10 November 2006

Kepada : Yth. Bpk. Didi Adiyaksa  
Operational Manager  
87.7 Colors Radio Surabaya  
Jl. Dharmahusada Indah Utara U-III  
Surabaya

Dengan hormat kami beritahukan bahwa mahasiswa tersebut di bawah ini :

Nama : Vicky Diah Nurcahyani  
Fakultas : Psikologi  
Nomor pokok : 7103001040

adalah mahasiswa kami yang sedang menyusun skripsi dengan judul  
"Hubungan Persepsi Terhadap Kreativitas Siaran dengan Loyalitas  
Pendengar *Coffee Mix* Colors Radio Surabaya".

Sehubungan dengan hal tersebut kami mohon ijin dan bantuan bagi  
mahasiswa yang bersangkutan agar dapat melakukan pengambilan data  
di tempat yang Bapak pimpin.

Atas bantuan dan kerjasama yang baik, kami ucapkan terima kasih.

Dekan,

Y. Yettie Wandansari, M.Si.  
NIK. 711.98.0337

Tembusan :  
1. Yth. Mahasiswa ybs.

**SURAT KETERANGAN**  
**PENELITIAN & PENGAMBILAN DATA DI PT. RADIO ZODIAC**  
**( COLORS RADIO 87,7 ) SURABAYA**  
**No. 008/CR-SKE/XI/2006**


Nama Mahasiswa : Vicky Diah Nurcahyani  
Jenis Kelamin : Perempuan  
NPM : 7103001040  
Fakultas : Psikologi  
Universitas : Universitas Katolik Widya Mandala Surabaya  
Alamat : Jl. Dinoyo 42-44 Surabaya

Telah diberikan ijin untuk melakukan Penelitian, Wawancara dan Pengambilan Data di Colors Radio 87,7 Surabaya ( PT. Radio Zodiac ) guna penyusunan skripsi dengan Judul :  
"Hubungan Persepsi Terhadap Kreativitas Siaran dengan Loyalitas Pendengar Coffe Mix Colors Radio Surabaya"

Obyek Data : Departemen Program  
Pembimbing : Didi Adhiyaksa

Demikian surat keterangan ini dibuat untuk dapat digunakan sebagaimana mestinya.

Surabaya, 22 Nopember 2006



**Didi Adhiyaksa**  
Operation Manager

PERPUSTAKAAN  
Universitas Katolik Widya Mandala  
SURABAYA